BMG 52 Course Outline as of Fall 2002

CATALOG INFORMATION

Dept and Nbr: BMG 52 Title: WRT COMMUNIC IN ORG
Full Title: Written Communication in Organizations
Last Reviewed: 2/13/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	13	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00   Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
Present written information and ideas clearly with accurate business/ organizational format while encouraging goodwill in letters, e-mails, memos, proposals and reports. Prepare written materials for the employment process.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Schedule of Classes Information:
Description: Present written information clearly with accurate format while encouraging goodwill in letters, e-mails, memos, proposals and reports. Prepare materials for the employment process. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100.
Limits on Enrollment:

Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer: Transferable   Effective: Fall 1981   Inactive:

UC Transfer: Effective: Inactive:

CID:
CID Descriptor: BUS 115   Business Communication
SRJC Equivalent Course(s):   BMG52

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
The students will learn to:
1. Describe the communication process: the sender, message, channel, receiver, and feedback.
2. Distinguish between internal correspondence through memos and e-mails and external correspondence through letters and proposals for written communication generated within an organizational setting.
3. Compare the direct pattern for conveying positive messages and the indirect pattern for conveying negative messages.
4. Examine a comprehensive outline approach to organizing data into main topics and subpoints, and then prepare a comprehensive outline arranging data using the alphanumberic or decimal organization.
5. Identify and then compare established formulas for writing specific types of correspondence such as documents requesting information, complying with requests, making claims or complaints, granting claims, and making claim adjustments.
6. Create letters, e-mails, memos, proposals, and reports in a simulated work situation using the established, commonly accepted writing patterns and formats.
7. Draft and revise assigned documents using strategies presented.
8. Incorporate revision techniques that make a document clear, direct, conversational, and concise.
9. Examine the primary formats for documenting data sources.
10. Compare and contrast different brands of a specific product or a service according to the primary and secondary desires of the consumer, then create a Comparison/Recommendation Report with table to interpret collected data.
11. Compare and contrast chronological, functional, and combination

resumes.

12. Organize, format, and produce a personalized persuasive functional resume.

Topics and Scope:

Reading and written assignments in the following areas:
1. The communication process
2. Written channels of communicationations.
3. Internal and external correspondence
    a. Memos/E-mails
    b. Proposals/Reports
    c. Letters
4. Reference materials for correct language and grammar usage
    a. Business/Office handbooks
    b. Dictionaries
5. Formal and informal methods of researching data
6. Direct writing pattern for positive messages
7. Indirect writing pattern for negative messages
8. Organization through alphanumeric or decimal outlines
9. Established formulas for specific types of correspondence
10. Standardized letter and memo format
11. Draft and revision strategies
12. Proofreading routine and complex documents
13. Informational and analytical reports
14. Investigative and compliance reports
15. Justification and recommendation reports
16. Data source and reference documentation
17. Chronological, functional, and combination resumes

Assignment:

Assignments are written responses to case studies which are representative of those found in organizational management positions. Students are evaluated on correct business format, content, completeness, logical sequence, sentence structure, spelling and punctuation.
Writing Assignments include:
   Customer Service Letter
   Claim Letter
   Positive Response to Claim Letter
   Problem-Resolution Letter
   Informational E-Mail Memo
   Procedural Memo
   Policy Clarification/Refusal Memo
   Report or Proposal
Problem Solving Assignments include:
   Research for report or proposal
   Written activities from text
Skill Demonstration Assignments include:
   Complete Workbook
   Prepare Functional Resume

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework	Writing 80 - 85%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Field work, Lab reports, Quizzes	Problem solving 5 - 10%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Performance exams	Skill Demonstrations 5 - 10%

Exams: All forms of formal testing, other than skill performance exams.

None	Exams 0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

None	Other Category 0 - 0%

Representative Textbooks and Materials:
BUSINESS COMMUNICATION PROCESS AND PRODUCT by Mary Ellen Guffey.
SouthWestern Publishing, copyright 2000
SUCCESSFUL WRITING AT WORK by Kolin. Houghton Mifflin College Publishing,
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